

Bentley case study samples

[Business](#), [Company](#)



Q3) Has Bentley differentiated & positioned its Brand effectively?

Bentley adopted a differentiation strategy that concentrated on creating unique products that are characterized by high price and luxury. Bentley offers up-to-date technical solutions which establish sophisticated brand image and associated specifically with Bentley cars. These peculiarities are the solid foundation of the Bentley's unique positioning and acquire competitive advantage among that only a few companies have.

Moreover, Bentley offers non-motoring products that are created in close cooperation with many prestigious companies. Together with the exclusive group of partners Bentley produce leather items, sunglasses and ski equipment under the Bentley brand. All these activities help them to differentiate and position themselves as a strong market player.

Bentley regularly participate in many of prominent sport events, such as the “ Continental Cup” gathering golfers and Bentley fans in order to prove the uniqueness and extravagant nature of the brand.

All in all, Bentley has effectively differentiated its brand by displaying products that provide superior value to customers and represent a luxurious status of the owner.

Q4) Given the economic downturn in developed economies and the slowdown in emerging economies such as China, will Bentley continue to grow? Why or why not?

During the financial crisis of 2008, the majority of Bentley customers, especially from the developed nations, became reluctant to purchasing exclusive products and switched to cheaper options. However, Bentley

shifted its focus from developed economies to the emerging markets. Even though, the most part of the population is poor, the segment of wealthy people is considerable enough to purchase Bentley cars. Bentley increases the brand awareness by advertising and opening showrooms in various new countries, such as Mumbai (India) and Sao Paulo (Brazil). In addition, Bentley is planning to expand to Kazakhstan and Cambodia, which are considered to be emerging economies with relatively high number of people willing to buy Bentley products.